

REVISED



JACK O'CONNELL  
State Superintendent of Public Instruction

CALIFORNIA  
DEPARTMENT  
OF  
EDUCATION

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CFIR

**2003 FOREIGN LANGUAGE PRIMARY ADOPTION  
PUBLISHERS' BULLETIN: 2003-07**

**Revisions are highlighted**

**November 21, 2003**

TO: Publishers Participating in the 2003 Foreign Language Primary Adoption  
of Instructional Materials

FROM: Thomas Adams, Director,  
Curriculum Frameworks and Instructional Resources Division

SUBJECT: **FINAL STEPS – 2003 Foreign Language Primary Adoption**

**PUBLISHERS' POST-ADOPTION MEETING**

A post-adoption Publishers' Meeting will be held with **all publishers who participated in the 2003 Foreign Language Primary Adoption**, whether your materials were adopted or not. All publishers with newly adopted programs are strongly encouraged to attend. The meeting will be held on **Wednesday, December 3, 2003, from 3:30-5:30 p.m. at the California Department of Education, Room 1101, 1430 N Street, Sacramento, CA 95814**. Please RSVP to Jean James ([jjames@cde.ca.gov](mailto:jjames@cde.ca.gov) or PH: 916-319-0444) by **Friday, November 28, 2003**.

We expect that the person(s) responsible for California sales and marketing of the materials you submitted will attend. Please invite your regional sales representatives so they will also be informed of the California Education Code provisions and Title 5 Regulations. At this meeting we will cover post-adoption timelines, legal and regulatory requirements regarding sales and marketing, the piloting policy of the State Board of Education, alternate formats, pricing and more. **If you have questions that you need answered, please send them in with your RSVP.** An invitational flyer is enclosed with this letter. (See attachment #1). We look forward to seeing you at this meeting.

## REVISED

### SECOND SETS OF MATERIALS – 2003 ADOPTED PROGRAMS

In past years publishers/producers have supplied second sets of newly adopted student and teacher editions to the Learning Resource Display Centers (LRDC) at no charge. LRDCs use these second sets as a rotation copy and keep the original submission (or the revised submission if corrections were required) on permanent display. Teachers, when making a decision as to what program to select or recommend to the local board, often use the rotation copy. We encourage you to consider sending second sets of your materials to the LRDCs. A list of the LRDCs that wish to receive a second set of materials is attached. (See Attachment #2).

### RETRIEVAL OF NON-ADOPTED MATERIAL

The *Publishers' Invitation to Submit 2003 Foreign Language Primary Adoption* authorizes publishers who wish to retrieve non-adopted materials from the LRDCs to do so. Publishers have until **December 12, 2003**, to retrieve non-adopted materials. This must be done without any cost to the LRDCs. Please check with each LRDC to see if packing materials or other help is needed for a prompt return of materials. Materials not retrieved by December 12, 2003, will be disposed of or donated for educational use. The materials submitted to LRDC # 22 (California Department of Education) are not retrievable.

### FINAL COPIES OF REVISED MATERIALS

Publishers with **adopted materials** that required legal compliance revisions or content corrections must send one copy of final printed materials reflecting all approved revisions to each LRDC by April 23, 2004. Final printed materials must have a new ISBN to clearly identify a "California Revision" unless prior approval has been obtained. **Please label the shipping cartons "final copies of revised 2003 Foreign Language Adopted Materials."** A current list of the LRDCs is attached. (See Attachment # 3).

Publishers that originally sampled "less than final form" materials must send one copy of final approved materials to each LRDC by April 23, 2004. If the materials included teacher or student editions that were not final when sampled, two sets of these materials should be sent to each LRDC if you are providing second sets as previously described. Please label the shipping cartons **"final copies of 2003 Foreign Language Adopted Materials."**

During the adoption process, the LRDC previously located in San Francisco Unified School District was in the process of moving. No materials were sent to this center. The center has relocated, and final copies of the adopted materials should be sent to:

Rita Yee, Director  
Cahill Learning Resources and Media Laboratory  
BH # 319  
College of Education  
San Francisco State University  
1600 Holloway Avenue  
San Francisco, CA 94132 PH: 415-338-1497

## REVISED

### NON –ADOPTED MATERIALS APPROVED FOR LEGAL COMPLIANCE

Following the February 27, 2003, date for CDE receipt of final corrected copies reflecting edits and corrections and legal and social compliance revisions, publishers of materials that were **non-adopted** will be notified of legal and social compliance status. If your materials are **non-adopted** but meet legal and social compliance, you will need to send one copy of the **non-adopted** revised materials to LRDC # 22 (California Department of Education) only. Label your shipping cartons “**final copy of revised non-adopted materials.**” If an item is not adopted but has been approved for legal compliance, the Department will place the item on the approved legal compliance list. Publishers/producers must clearly represent such items as “approved for legal compliance,” not “state-approved” or “state-adopted.” **Misrepresentation may result in loss of legal compliance approval status for the items.**

### CLEARINGHOUSE FOR SPECIALIZED MEDIA AND TECHNOLOGY

The State of California has the right to transcribe, reproduce, and distribute any submissions included on the list of adopted instructional materials under the 2003 Foreign Language Primary Adoption in Braille, large print, recordings, or other accessible media for use by pupils with disabilities. Publishers need to forward ten copies of each print title to:

California Department of Education  
CSMT Media Warehouse  
3740 Seaport Blvd. # 20  
West Sacramento, CA 95691

The copies need to arrive before close of business on **Friday, February 27, 2004.** Questions about the process should be directed to Rod Brawley at (916) 445-5103, or by email at [Rbrawley@cde.ca.gov](mailto:Rbrawley@cde.ca.gov)

Under *Education Code* Section 60061, publishers are required to provide to the state, at no cost, computer files, or other electronic versions of each state-adopted literary title. In addition, the state has the right to transcribe, reproduce, modify and distribute the material in Braille, large print if the publisher does not offer a large print edition, recordings, American Sign Language videos for the deaf (as appropriate), or other specialized accessible media exclusively for use by pupils with visual disabilities or other disabilities that prevent use of standard instructional materials. (See pages 27-28 of the *Publishers' Invitation to Submit 2003 Foreign Language Primary Adoption*). The files need to be received no later than **Friday, March 26, 2004.** Send to:

California Department of Education  
Clearinghouse for Specialized Media and Technology  
1430 N Street, Room 1205  
Sacramento, CA 95814

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### GRATIS INSTRUCTIONAL MATERIALS

As a reminder, all publishers offering gratis items can only offer items that have been approved for legal compliance. If you are offering items that have passed legal compliance but were not submitted during the adoption, please send one copy of the materials to the Instructional Resources Office. Label your boxes “gratis materials.”

As stated on page 28 of the *Publishers Invitation to Submit 2003 Foreign Language Primary Adoption*, publishers whose programs are adopted are required to maintain a Web site listing their gratis items. This information will assist local education agencies to access this information and to ensure the “most favored nation” clause in an equitable manner. The Web site will be maintained for the duration of the adoption list and can be revised with the written permission of the Department. A space to list the **active** URL (internet address) of your gratis items is found on the attached form. (See Attachment # 4).

While there is no specific format for the Web site required, in the interests of clarity, and ease of use, you may want to consider using the same format we supply in this bulletin.

**Be very specific regarding the terms under which you will provide free materials.**

Especially note that the term “site” is vague; specify whether items are supplied to each classroom, to each school district, or to each county office. If you choose to specify that a particular “gratis” item or service is available for “the first year or adoption only,” indicate the specific dates. **Unless otherwise specified, it will be assumed that you intend to supply the “gratis” item/service for the full length of the state adoption period.**

If a gratis item is a “package” (includes more than one component), list **all** of the components that are included in that package.

Please do not list teacher editions that have already been indicated as a “free 1 to 25” or “free 1 to 20” item on the previously submitted “price quotation” or “bid forms”. Additionally, do not list conditions for free teacher editions in such a manner that would conflict with the way in which the same item was listed on the bid forms. However, please note that publishers that bid teacher’s editions at a “free 1 to 25” may prorate the teacher’s edition accordingly for schools that have a reduced class size. For example, for a classroom of 20 students, the cost of a teacher’s edition may be prorated and sold at 20 percent of its individually listed price. Such an offering is deemed to be in compliance with *Education Code* section 60061.

If at any time after your material has been adopted, your company allows schools, districts, or county offices to substitute other free materials, services, grants, or credits for previously listed free materials or services, or additions are made to the original gratis listing submitted to the CFIR Division, your company is required to inform our office **within 30 days** of the effective date of the changes to the listing. **Notification to districts and county offices of education of these gratis listings, and any subsequent changes, and/or additions, will be the responsibility of the publisher/producers of the adopted materials.**

## REVISED

Attached is a form regarding gratis instructional materials. Please note, the form to notify CDE of any materials, services, etc. you will provide on a no-charge or reduced-price basis if your

program is adopted, is due to the Curriculum Frameworks and Instructional Resources Division by **Friday, January 16, 2004**. In addition, the Web site containing this information must be active by this date. Please send to:

California Department of Education  
Curriculum Frameworks and Instructional Resources Division  
1430 N Street, Suite 3207  
Sacramento, CA 95814  
ATTN: Larry Dunn

If you have questions regarding this information, please contact Larry Dunn at (916) 319-0443.

Thank you for participating in California's 2003 Foreign Language Primary Adoption of instructional materials. We appreciate your interest and your cooperative spirit in working with us through the adoption process. If you have technical questions regarding this bulletin, please contact Susan Martimo, Consultant, (916) 319-0446, email: [smartimo@cde.ca.gov](mailto:smartimo@cde.ca.gov). If you have questions regarding the Foreign Language subject matter, please contact Jean James, Consultant, (916) 319-0444, [jjames@cde.ca.gov](mailto:jjames@cde.ca.gov)

Encs.

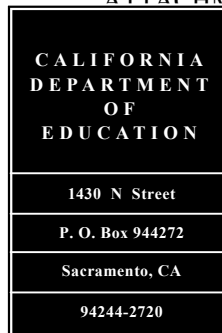
cc: Reed Hastings, State Board President  
Sue Stickel, Deputy Superintendent, Curriculum and Instruction Branch  
Karen Yamamoto, Chair, Curriculum Development and Supplemental Materials Commission  
Edith Crawford, Chair, Foreign Language Subject Matter Committee  
Members of the Curriculum Development and Supplemental Materials Commission  
Learning Resources Display Centers (LRDCs)  
Dale Shimasaki, Association of American Publishers  
Suzanne Rios, Administrator, Instructional Resources Unit

TA:jj



**JACK O'CONNELL**  
State Superintendent of Public Instruction

Please duplicate as needed for local sales  
representatives and other staff



**SENT VIA FAX- PRINT  
COPY TO FOLLOW**

**2003 Foreign Language Primary Adoption**

**PUBLISHERS' POST-ADOPTION MEETING**

**DATE: Wednesday, December 3, 2003**

**TIME: 3:30-5:30 p.m.**

**Place: California Department of Education  
1430 N Street, Room 1101  
Sacramento, CA 95814**

Publishers participating in the 2003 Foreign Language Primary Adoption are invited to attend, including:

- **Individuals responsible for California sales and marketing of adopted and non-adopted programs**
- **Local California sales representatives**

**Agenda items to be addressed:**

- Post-adoption timelines
- Legal requirements regarding marketing and sales
- Price changes/updates
- New edition/ Substitution requests
- Alternate Formats
- Free/gratis materials requirements
- Instructional Materials Funding Realignment Program
- Feedback on the adoption process
- Q & A

RSVP by November 28, 2003, to Jean James, (916) 319-0444 or email to: [jjames@cde.ca.gov](mailto:jjames@cde.ca.gov)

**CALIFORNIA**  
**LEARNING RESOURCES DISPLAY CENTERS**

Attachment #2

Please send a second set of Foreign Language ADOPTED instructional materials to each of the following LRDCs.

Gladys Frantz, LRDC #2  
Alameda County Office of Education  
313 West Winton Avenue  
Hayward, CA 94544  
(510) 670-4235

V. Ruth Smith, LRDC #8  
Stanislaus County Office of Education  
1100 H Street  
Modesto, CA 95354  
(209) 525-4990

Lorna Lueck, Co-Director LRDC #13  
University of California  
Davidson Library  
Santa Barbara, CA 93106  
(805) 893-7111

Sharon McNeil, LRDC #17  
Los Angeles County Office of Education  
Bellflower Annex - Library Services  
9300 Imperial Highway  
Downey, CA 90242-2890  
(562) 922-6359

Mary Ann Liette, LRDC #18  
Riverside County Office of Education  
3939 13th Street  
Riverside, CA 92502  
(909) 826-6684

Barbara Takashima, LRDC #21  
San Diego County Office of Education  
6401 Linda Vista Road  
San Diego, CA 92111-7399  
(858) 292-3557

Rovina Salinas, LRDC #24  
Contra Costa County Office of Education  
77 Santa Barbara Road  
Pleasant Hill, CA 94523-4215  
(925) 942-5332  
(SEND ONLY SE & TE)

Joan Kunkler, LRDC #31  
California Polytechnic State University  
Kennedy Library  
San Luis Obispo, CA 93407  
(805) 756-2273

Patti Johnson, LRDC #33  
Office of Ventura County Supt. of Schools  
570 Airport Way  
Camarillo, CA 93010  
(805) 388-4407  
(SEND ONLY SPANISH PROGRAMS)

Lorene Sisson, LRDC #34  
Dr. Martin Luther King, Jr Library  
San Jose State University  
One Washington Square  
San Jose, CA 95192-0028  
(408) 808-2044

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NOTE: LRDC #26 has moved to a new location. Please send a complete set of adopted foreign language materials to:

Rita Yee, Director, LRDC # 26  
Cahill L.R & Media Lab., BH 320C  
College of Education  
San Francisco State University  
1600 Holloway Avenue  
San Francisco, CA 94132  
(415) 338-1497

## CALIFORNIA LEARNING RESOURCES DISPLAY CENTERS

Please contact your local LRDC for location, hours and procedures.

**Humboldt County Office of Education**

901 Myrtle Avenue  
Eureka, CA 95501  
(707) 445-7077

**Alameda County Office of Education**

313 West Winton Avenue  
Hayward, CA 94544  
(510) 670-4235

**Butte County Office of Education**

5 County Center Drive  
Oroville, CA 95965  
(530) 532-5814

**Sacramento County Office of Education**

10474 Mather Blvd.  
Mather, CA 95655  
(916) 228-2351

**Sonoma County Office of Education**

5340 Skylane Blvd.  
Santa Rosa, CA 95403-1082  
(707) 524-2837

**Stanislaus County Office of Education**

1100 H Street  
Modesto, CA 95354  
(209) 525-4990

**Fresno County Office of Education**

1111 Van Ness  
Fresno, CA 93721-2000  
(559) 265-3038

**Monterey Peninsula U.S.D.**

540 Canyon Del Rey, Suite 1  
Monterey, CA 93940-5702  
(831) 899-7156

**University of California**

Davidson Library  
Santa Barbara, CA 93106  
(805) 893-3060/FAX (805) 893-4676

**Kern County Superintendent of Schools Office**

1300 17th Street  
Bakersfield, CA 93301  
(661) 636-4527

**San Bernardino County Office of Education**

601 North "E" Street  
San Bernardino, CA 92410-3093  
(909) 386-2666

**Los Angeles Unified School District**

Textbook Services  
1545 Wilshire Blvd., Suite 200  
Los Angeles, CA 90017

**Los Angeles County Office of Education**

Bellflower Annex - Library Services  
9300 Imperial Highway  
Downey, CA 90242-2890  
(562) 922-6359

**Riverside County Office of Education**

3939 13th Street  
Riverside, CA 92502  
(909) 826-6684

**Orange County Office of Education**

Technology and Resource Center  
200 Kalmus Drive  
Costa Mesa, CA 92628  
(714) 966-4209

**San Diego County Office of Education**

6401 Linda Vista Road  
San Diego, CA 92111-7399  
(858) 292-3557

**California Department of Education**

1430 N Street, Suite 1201  
Sacramento, CA 95814  
(916) 319-0446

**Contra Costa County Office of Education**

77 Santa Barbara Road  
Pleasant Hill, CA 94523-4215  
(925) 942-5332



**Santa Clara County Office of Education**

1290 Ridder Park Drive, #232  
San Jose, CA 95131-2398  
(408) 453-6670

**San Mateo County Office of Education**

The SMERC Library  
101 Twin Dolphin Drive  
Redwood City, CA 94065-1064  
(650) 802-5651

**Merced County Office of Education**

632 West 13th Street  
Merced, CA 95340  
(209) 381-5910

**Tulare County Department of Education**

7000 Doe Avenue, Suite A  
Visalia, CA 93291  
(559) 651-3077

**California Polytechnic State University**

Kennedy Library  
San Luis Obispo, CA 93407  
(805) 756-2273

**Office of Ventura County Superintendent of Schools**

570 Airport Way  
Camarillo, CA 93010  
(805) 388-4407

For more information on Learning Resources Display Centers, contact Susan Martimo, LRDC Liaison, Curriculum Frameworks and Instructional Resources Division, California Department of Education, at (916) 319-0446, or <[smartimo@cde.ca.gov](mailto:smartimo@cde.ca.gov)>

**LIST OF GRATIS INSTRUCTIONAL MATERIALS**

Name of Publisher:

Subject:

Contact Person's Name:

Phone No.: (     )

Signature of Company Official:

Web Site Address:

Name and dollar value of item(s) or service(s) supplied at no charge (components within items are listed individually)	ISBN#	Applicable Grade Level(s)	Conditions under which item(s) or service(s) are provided at no charge